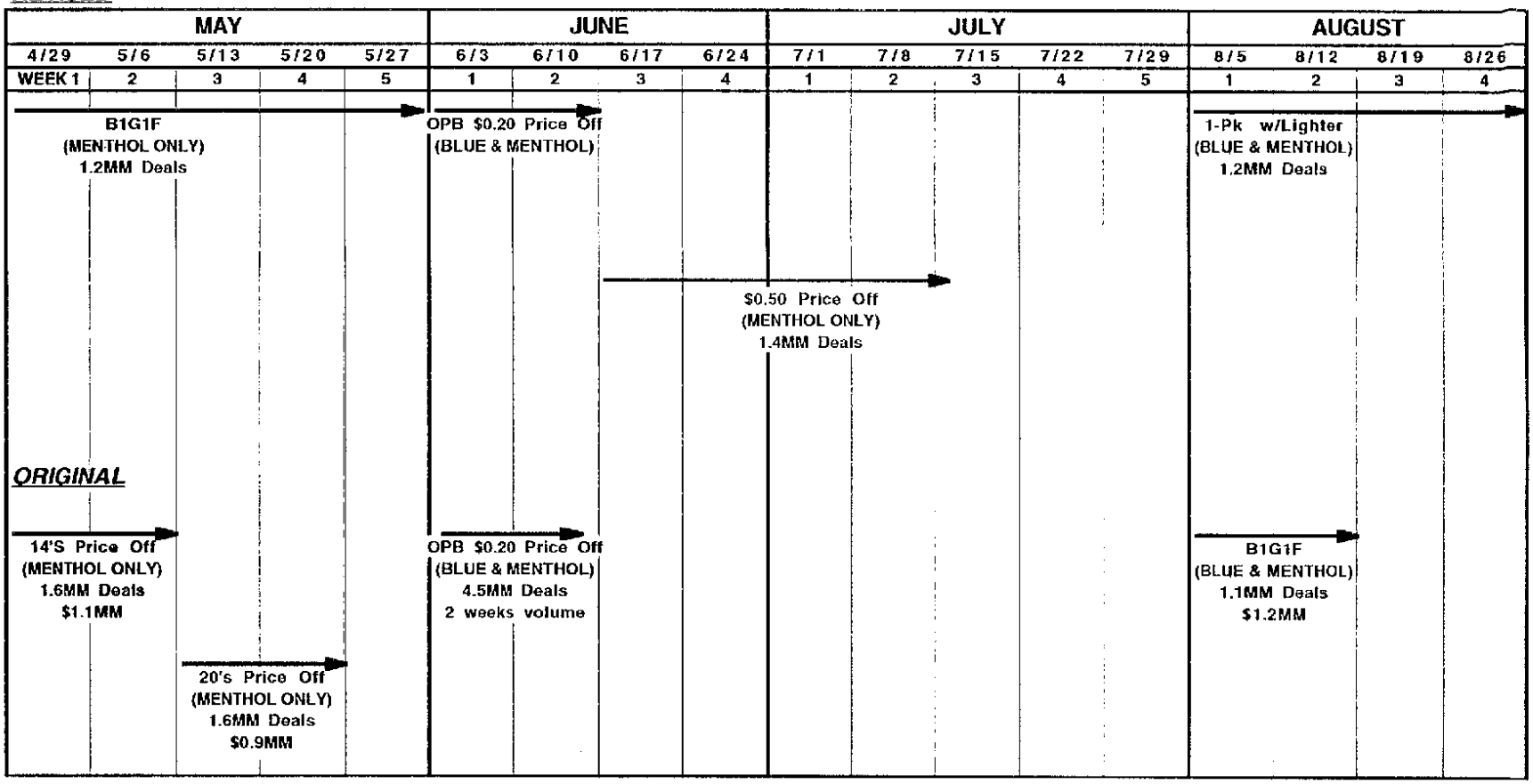
PARLIAMENT MENTHOL
PROMOTION PLAN

REVISED



Revised Plan
$3.4MM*

Original Plan
$3.2MM

- Additional $0.2MM funded within Budget (Non-Workload Program + Carton Insert)

* Assumes replacement of $0.5MM sunk cost on 14's machinery

LS/ds-Men.Promo.-2/96

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Source: https://www.industrydocuments.ucsf.edu/docs/lryn0004